

ER: 60-5965/A

9 AUG 1960

sent
Mr. Lyle Youngstrom
Vice President
Carl Byoir & Associates, Inc.
300 National Press Building
Washington 4, D. C.

Dear Mr. Youngstrom:

On behalf of Mr. Dulles I am writing to acknowledge and thank you for your letter of August 1. While Mr. Dulles is completely conversant with the "People-to-People" program, he has followed the policy while in his present position of not providing the type of public statement which you request.

I regret that we are, therefore, unable to be more helpful to you in this matter.

Sincerely,

Signed

Walter Elder
Assistant to Director

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CARL BYOIR & ASSOCIATES, INC.
300 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

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GERRY SWINEHART
CHAIRMANGEORGE HAMMOND
PRESIDENTLYLE YOUNGSTROM
VICE PRESIDENT

August 1, 1960

The Honorable Allen W. Dulles
Director of Central Intelligence
Central Intelligence Agency
2430 E Street, N.W.
Washington, D.C.

Dear Mr. Dulles:

Cooperating with the "People-to-People" program launched by President Eisenhower several years ago, the W. A. Sheaffer Pen Company has been collecting messages of international friendship and peace from distinguished Americans in almost every field of activity. The purpose of these handwritten, personal messages is to help stimulate better world understanding through warm and friendly expressions directly between individuals in different countries.

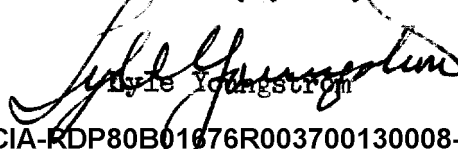
Beginning in about six weeks, the messages will be gathered into volumes for presentation to the President, possibly late in November. Thereafter it is expected the messages will be made available for public viewing by the People-to-People program. Of course, such a message from you would be a highly valuable addition to this collection. If you could prepare it by the end of August, there still will be time to incorporate it in the presentation volumes. The message need not be long and preferably should be limited to one page of handwritten material. It should be in statement form (addressed to no one person), dated and signed at the bottom.

An example of the type of message is one already received from Mrs. Eleanor Roosevelt: "The program of people-to-people is a very effective way of bringing home to individuals that they have a responsibility in creating friendship among nations. I am sure all of us want to do something to bring about peace in the world, and....contacts by pen or word are very important in reaching our future objective of a peaceful world."

An excerpt from such a message from Postmaster General Summerfield: "Letters between peoples of different nations, are a sure method of establishing friendly relationships and understandings...The problem of freedom loving peoples will be more quickly solved if they are better understood."

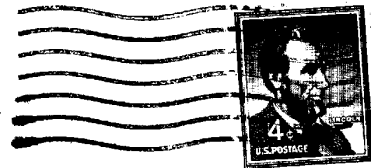
I hope you can find an opportunity to add your thoughts to those of other distinguished Americans. Please transmit your message to me so that it can be incorporated in the collection.

Sincerely yours,


Lyle Youngstrom

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